

How Are the Average Joe and Jane Doing?

Comparisons of Average to Ideal Adult Fruit and Vegetable Consumption and Physical Activity

Take a look at how the average adult woman and man are doing compared to the national recommendations for eating 5 to 9 servings of fruits and vegetables a day and getting 30 minutes of moderate to vigorous physical activity on 5 or more days of the week.

	Average Jane	Ideal Jane	Change Needed
Height ¹	5 feet 5 inches	5 feet 5 inches*	--
Weight ¹	168 lbs.	Less than 150 lbs.	- 21 lbs.
Body Mass Index (BMI) ¹	28	18.5 – 24.9	- 3.1
Average number of fruit and vegetable servings eaten a day ²	4.5	7	+ 2.5
Minutes of moderate or vigorous physical activity per day (median) ¹	13	30	+ 17

	Average Joe	Ideal Joe	Change Needed
Height ¹	5 feet 9 inches	5 feet 9 inches*	--
Weight ¹	191 lbs.	Less than 170 lbs.	- 21 lbs.
Body Mass Index (BMI) ¹	28	18.5 – 24.9	- 3.1
Average number of fruit and vegetable servings eaten a day ²	4.5	9	+ 4.5
Minutes of moderate or vigorous physical activity per day (median) ¹	17	30	+ 13

Parents, Lead the Way At Home, Get Your Kids Involved — They're Interested

- Parents who encourage their children to eat fruits and vegetables are less likely to eat fast food than parents who don't, and report eating more fruits and vegetables themselves (4.1 vs. 2.7 servings per day). ¹
- Mothers are much more likely than fathers to say they encourage their child every day to eat fruits and vegetables (77% vs. 66%). ¹
- Kids are more concerned than you may think about eating a healthy diet — 61% of parents say their child has talked to them about fruits and vegetables. ¹

¹ Porter Novelli (2003). [Styles Database].

² NCI Fruit and Vegetable Fall Omnibus Survey: 2003. Bethesda, MD: National Cancer Institute.

*Ideal height is set as average height, and ideal weight and BMI scores are based on this height.